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AGO ltr 29 Apr 1980

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DEPARTMENT OF THE ARMY
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WASHINGTON, D.C. 20310

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IN REPLY REFER TO

AGDA (M) (11 Aug 70)

FOR OT UT 702270

13 August 1970

SUBJECT: Operational Report - Lessons Learned, Headquarters, 10th
Psychological Operations Battalion, Period Ending 30 April
1970

AD 873042

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BY ORDER OF THE SECRETARY OF THE ARMY:

Kenneth G. Wickham

KENNETH G. WICKHAM
Major General, USA
The Adjutant General

1 Incl
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RECEIVED
AUG 26 1970
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DEPARTMENT OF THE ARMY
HEADQUARTERS, 10TH PSYCHOLOGICAL OPERATIONS BATTALION
APO San Francisco 96215

AVGM-10C

1 May 1970

SUBJECT: Operational Report - Lessons Learned, 10th Psychological Operations Battalion, Period Ending 30 April 1970, RCS CSFOR-65(R2)

Assistant Chief of Staff for Force Development
Department of the Army
Washington, D.C. 20310

1. Operations: Significant Activities

a. This report covers a period of eighty-nine days, twelve of which were devoted to training.

b. During the period 1 February 1970 - 1 April 1970 the Battalion received four officer and twenty enlisted replacements. During the same period six officers and thirty-one enlisted men departed.

c. During the reporting period the IV CTZ PSYWAR Development and Coordination Center (PDCC) entered phase II of its Vietnamization program. During this phase the Vietnamese have assumed more responsibility for the operations of the Center. Developments included:

(1) One entire shift of the Center's printing plant is composed of Vietnamese printers, supervised by two American advisors. This shift has surpassed the American shifts in production on several occasions. One half of the members of another shift are Vietnamese who have had less experience in the printing plant and require closer supervision and instruction by U.S. personnel.

(2) The Center was visited by numerous distinguished visitors who received briefings and observed the progress of the Vietnamization program. Two general officers, JUSPAO and USIA officials, and PSYOP personnel from other areas of Vietnam were among the guests received.

(3) Distribution of the Vietnamese edition of the "Guidebook Media Catalog" was completed during the period. This catalog was furnished to Vietnamese Province and District level PSYOP personnel; the Vietnamese Information Service; and all RVNAF units, including Naval detachments, of battalion size. Since this distribution, requests for PSYOP media originating from Vietnamese agencies have increased appreciably.

FOR OT UT

702270

Inclosure

AVGM-10C

1 May 1970

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d. The 10th PSYOP Battalion's TET propaganda development and dissemination campaign was completed during the reporting period. The PDCC developed thirty-nine pieces of propaganda in support of the campaign, and printing plates were developed for use in production of printed materials at the local level. The Media Dissemination Section was responsible for the distribution of over ten million TET leaflets, which were dropped by both VNAF and USAF aircraft. A breakdown of the TET material disseminated is attached as Inclosure 1.

e. On 26 March President Thieu visited Can Tho City and announced the promulgation of the Land to the Tiller Law, a nationwide land reform program. The PDCC, in support of this program, coordinated the dissemination of two million land reform leaflets. Concurrent with President Thieu's speech these leaflets were dropped over eleven of the Delta provinces, with greater densities disseminated over areas of concentrated population. Both VNAF and USAF aircraft were utilized on these leaflet missions.

f. In continuation of its support of the Phoenix (Phung Hoang) Program, the Battalion has developed leaflets and posters urging the population to protect the land which they will receive under the Land to the Tiller Law. These media, printed on the standard Phoenix layout developed by this unit, urge individuals to inform on VC activities and report members of the Viet Cong infrastructure to the authorities. One of these posters is attached as Inclosure 2.

g. The PDCC has continued to develop propaganda designed to bolster morale in RVNAF units. In addition to further developments of RF/PF unit posters, the following media are undergoing production.

(1) Certificates were prepared for presentation to PF soldiers upon completion of training at Province Training Centers. These certificates, which contain the signature of the Province Chief, are designed to promote feelings of pride and individual accomplishment.

(2) Standard recruiting posters have been developed with the purpose of encouraging enlistments and enhancing esprit de corps. The poster can easily be adapted for use by all Vietnamese military units by changing the unit patch. An example of one of these posters is attached as Inclosure 3.

h. Continued requests for leaflet and loudspeaker missions targeted against NVA units located in areas adjacent to the Cambodian border have been fulfilled. The PDCC has developed media to be utilized in these missions. Leaflets have been developed which are intended to counter indoctrinations given to NVA soldiers before they are sent to South Vietnam. Also, unique tapes have been developed that utilize background effects of babies crying. These tapes are designed to instill feelings of loneliness and thoughts of the suffering families of NVA soldiers.

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i. The Center has developed media targeted at Cambodians living in the Delta in order to instill loyalty to the government on the part of those people. Leaflets informing the reader of the land reform program were developed in the Cambodian language and disseminated over areas with a large Cambodian population. Leaflets are also being developed to illustrate to these people that the Vietnamese and the new Cambodian governments are both fighting to defeat the common enemy. Cambodians are encouraged to support these efforts by informing on and attempting to prevent communist activities.

j. The 10th PSYOP Battalion has continued its Civic Action Program during the reporting period. The Civic Action Officer accompanied members of the ARVN 40th POLWAR Battalion on visits to rural areas. This officer acts as an advisor on these operations. In addition, this Battalion has continued its support of the Providence Orphanage Sewing School. The school, which serves the dual function of training the students and furnishing clothing for the children, recently graduated twenty-seven students and began a new four-month course with forty young ladies in attendance.

k. The 10th Battalion's newspaper, Dimension, received two awards during the reporting period. The publication was awarded first place in the multilith newspaper category of the 1969 USARV Journalism Awards Competition and third place in this category in the 1969 Annual Army Newspaper and Magazine award competition.

l. Leaflets packaged in paper bags have been provided continuously to the 164th Combat Aviation Group for dissemination from helicopter gunships. In furtherance of this program, the PDCC has developed leaflets depicting the effectiveness of the gunships and encouraging the enemy to rally.

2. Lessons Learned: Commander's Observations, Evaluations, and Recommendations

a. Personnel: None

b. Intelligence:

Seasonal Rice Denial

(1) OBSERVATION: Minimal results have been obtained from requests to farmers to deny rice to VC and NVA forces operating in their areas.

(2) EVALUATION: The reluctance of farmers to deny rice to the enemy forces may be partly attributed to the fact that PSYOP rice denial campaigns are often initiated during seasons in which rice is plentiful. At these times the farmers prefer to give up the rice rather than jeopardize the safety of their families.

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(3) RECOMMENDATION: Rice denial campaigns should be conducted primarily during the seasons when rice is less plentiful. In IV CTZ, this period covers the months of July, August, and September.

c. Operations:

(1) Control log of PSYOP requests.

(a) OBSERVATION: During development and testing leaflet layouts and texts may occasionally be misplaced as they are processed through the sections of a PSYOP Development Center.

(b) EVALUATION: This unit has developed a logbook recording the time in, time out, and current status of all jobs. In addition to providing control, this log furnishes valuable information for the planning of job time requirements.

(c) RECOMMENDATIONS: Other development centers should consider the use of similar control measures to avoid misplacement of material.

(2) Backlogging of PSYOP support requests immediately prior to TET.

(a) OBSERVATION: The production of TET materials by the Battalion progressed satisfactorily during most of the campaign. During the last three weeks in January, however, an increasing number of TET requests were received. This increase produced a backlogging condition in the Propaganda Development and Production Sections.

(b) EVALUATION: Insufficient lead-time in planning for TET programs by requesting agencies was the primary cause of this backlog.

(c) RECOMMENDATION: For future TET and other campaigns, a cut-off date for PSYOP requests should be established and strictly maintained.

d. Organization: None

e. Training: None

f. Logistics: None

g. Communications: None

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Battalion, Period Ending 30 April 1970, RCS CSFOR-65 (R2)

h. Material: None

i. Other: None

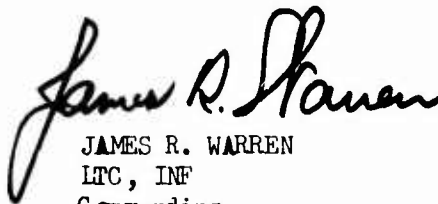
4 Incl

1. TET material disseminated
- ~~2. Inform on Communist poster~~
- ~~3. Recruiting poster~~
- ~~4. Organizational chart~~

Incl 2,3,4 w/d HQ, DA

Cy Furn:

- 20 - 4th PSYOP Group
- 2 - CINCUSARPAC
- 3 - USARV
- 4 - SA, IV CTZ
- 2 - 6th PSYOP Bn
- 2 - 7th PSYOP Bn
- 2 - 8th PSYOP Bn
- 5 - CORDS/POD IV Corps



JAMES R. WARREN
LTC, INF
Commanding

Incl

AVGM-C (1 May 70) 1st Ind

SUBJECT: Operational Report Lessons Learned, 10th Psychological Operations Battalion, Period Ending 30 April 1970, RCS CSFOR-65(R2)

DA, HQ, 4th Psychological Operations Group, APO San Francisco 96227 25 May 70

TO: Commanding General, US Army Vietnam, ATTN: AVHGC-DST APO San Francisco 96375

1. Section 1, paragraph h, cites use of tapes with "background effects of babies crying". The Propaganda Evaluation Panel at 4th Group Headquarters has evaluated similar tapes (JUSPAO 6C and 6S) and found them to be extremely effective. One Hoi Chanh has stated that this was the type of tape his unit hated to hear more than any other.

2. Section 1, paragraph i, discusses leaflets developed to depict gunship effectiveness. Request these leaflets be forwarded to PDS, HHC, 4th PSYOP Group for evaluation.

3. Section 2, Lessons Learned: Commanders Observations, Evaluations, and Recommendations.

a. Sub para 2b Intelligence: Seasonal Rice Denial.


The Observation, Evaluation, and Recommendation are valid. The recommendation should be expanded, however, to propose a year long campaign which would build to a peak during the period when rice is less plentiful.

Planning for a rice denial campaign in the Delta must recognize the difficulties involved in such a fertile area. Observations by the S2 during a recent tour of the Delta confirmed the fact that the enemy has ready access to food supplies through any one of three channels: 1) Rice grown in VC controlled areas, which if even small, in the Delta are extremely fertile; 2) Direct contribution of the people in VC or contested areas; 3) Taxation, a method which is still apparently quite effective.

b. Sub para 2c(1) Operations: The observations and evaluation are valid, all Battalions and 4th Group Headquarters and Headquarters Company Printing Sections have operation logbook systems.

c. Sub para 2c(2) recommends a cut-off date for PSYOP requests for TET to allow adequate lead-time. This is an excellent idea providing that the majority of potential support requestors are so notified well in advance. See also 4th PSYOP Group TET After-Action Report dated 13 April, 1970.

FOR THE COMMANDER:


MICHAEL V. TALLMAN
CPT, ADA
Adjutant

AVHGC-DST (1 May 70) 2d Ind
SUBJECT: Operational Report - Lessons Learned, 10th Psychological Operations
Battalion, Period Ending 30 April 1970, RCS CSFOR-65 (R2)

Headquarters, United States Army Vietnam, APO San Francisco 96375 1 5 JUN 1970

TO: Commander in Chief, United States Army Pacific, ATTN: GPOP-DT,
APO 96558

This headquarters has reviewed the Operational Report-Lessons Learned
for the quarterly period ending 30 April 1970 from Headquarters, 10th
Psychological Operations Battalion and concurs with comments of indorsing
headquarters.

FOR THE COMMANDER:



D. J. Winter

CPT, AGC

Assistant Adjutant General

Cy furn:
4th PSYOPS Gp
10th PSYOPS Bn

GPOP-DT (1 May 70) 3d Ind
SUBJECT: Operational Report of HQ, 10th Psychological Operations Battalion
for Period Ending 30 April 1970, RCS CSFOR-65 (R2)

HQ, US Army, Pacific, APO San Francisco 96558 10 JUL 70

TO: Assistant Chief of Staff for Force Development, Department of the
Army, Washington, D. C. 20310

This headquarters concurs in subject report as indorsed.

FOR THE COMMANDER IN CHIEF:


D.D. CLINE
SIT, AGC
10 JUL 70

1970 TET MATERIALS DISSEMINATED BY THE 10TH PSYOP BN

I. IV CT2 CPOC PRODUCED MATERIALS:

<u>MEDIUM</u>	<u>QUANTITY</u>	<u>CONTROL NO.</u>	<u>ORIGINATOR</u>	<u>METHOD OF DISSEMINATION</u>	<u>DISPOSITION</u>
LEAFLET	50,000	10-377-69	10TH PSYOP BN	AIR & HAND	S-3 AIR/PROVINCES
LEAFLET	300,000	10-379-69	10TH PSYOP BN	AIR & HAND	S-3 AIR/PROVINCES
LEAFLET	350,000	10-381-69	10TH PSYOP BN	AIR & HAND	S-3 AIR/PROVINCES
LEAFLET	300,000	CC-53-70	10TH PSYOP BN	AIR	S-3 AIR
LEAFLET	100,000	CC-54-70	10TH PSYOP BN	AIR	S-3 AIR
LEAFLET	300,000	CC-55-70	10TH PSYOP BN	AIR	S-3 AIR
POSTER	10,000	CC-56-70	10TH PSYOP BN	HAND	PROVINCES
POSTER	10,000	CC-57-70	10TH PSYOP BN	HAND	PROVINCES
TAPE	-	10-V-7	10TH PSYOP BN	AIR	SELECTED TARGETS
TAPE	-	10-V-8	10TH PSYOP BN	AIR	SELECTED TARGETS
STATIONERY	100,000	MISC.-T.S.	10TH PSYOP BN	HAND	40TH POLWAR BN
TET CARD	10,000	CC-18-70	10TH PSYOP BN	HAND	POLWAR
TET CARD	10,000	CC-19-70	10TH PSYOP BN	HAND	POLWAR
TET LETTER	50,000	CC-43-70	AN XUYEN (PR)	HAND	PROVINCES
TET LETTER	50,000	CC-58-70	KIEN TUNG (PR)	AIR & HAND	S-3 AIR/PROVINCES
TET LETTER	50,000	CC-92-70	AN XUYEN (PR)	HAND	PROVINCES

II. MATERIAL PRODUCED BY OTHER AGENCIES:

<u>MEDIUM</u>	<u>QUANTITY</u>	<u>CONTROL NO.</u>	<u>ORIGINATOR</u>	<u>METHOD OF DISSEMINATION</u>	<u>DISPOSITION</u>
LEAFLET	3,750,000	MIX 95	JUSPAO	AIR	9TH SOS, USAF
LEAFLET	3,000,000	MIX 96	JUSPAO	AIR	9TH SOS, USAF
LEAFLET	3,000,000	MIX 97	JUSPAO	AIR	9TH SOS, USAF
LEAFLET	2,000,000	MIX 100	JUSPAO	AIR	9TH SOS, USAF
LEAFLET	2,500,000	3508	JUSPAO	AIR & HAND	S-3 AIR/PROVINCES
STATIONERY	820,000	4-81-69	4TH PSYOP GP	HAND	PROVINCES
CALENDARS	134,000	4-92-69	4TH PSYOP GP	HAND	PROVINCES

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